CONSUMER INTENTIONS

TO BUY A HOME

Montreal

A Look at Tomorrow's Customers Today

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CONSUMER INTENTIONS TO BUY A HOME

A look at tomorrow's customers . . . today

Montréal Metropolitan Area

March 2000

Canada Mortgage and Housing Corporation

Reports on ***Consumer Intentions to Buy or Renovate a Home*** are available for Vancouver, Calgary, Edmonton, Toronto, Montréal and Halifax. A National Review of these six markets can also be purchased.

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Custom tables and special analyses of the survey results can also be provided by CMHC. Should you have any questions or comments on the content of this report or wish to discuss the costs and time frames for obtaining additional custom analyses of the results, please contact **Paul Cardinal**, Market Analyst, at (514) 283-8391.

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HIGHLIGHTS

Demand to hold up over the next year

- There are as many households who are *ready to buy* (3.7%) this year as at the time of last year's survey.
- Another 2.8% of households are *looking to buy*, down from last year (3.5% in 1998).
- All in all, 6.5% of households in the Montréal metropolitan area are *potential* buyers.

Potential buyer profile

- First-time buyers will continue to dominate the market, but second-time buyers will be more numerous, accounting for 35% of the market (31% in 1998).
- Four out of ten *potential* buyers are members of Generation X (25 to 34 years).
- Potential buyers are better off this year: 22% have a household income above $80,000, compared to 16% last year.

Type of purchase considered

- The purchase of an existing home is the first choice considered by 78% of households.
- Over half of potential buyers are planning to pay less than $125,000 for their new property.
- Condominiums are favoured by 8% of potential buyers.
- A proportion of 46% of households would opt for the Island of Montréal to buy their new property, while 42% prefer the northern and southern suburbs of Montréal.
- Very large houses (over 3,500 square feet) will be popular, with 15% of strong intentions to buy.

Introduction

Thanks to favourable economic conditions, good job creation and relatively low interest rates, the housing market is currently doing well in the greater Montréal area. Last year, there were over 12,000 housing starts, and the resale market set a record for the decade with nearly 28,000 transactions.

Our consumer intentions survey suggests that this first year of the millennium will be just as active as 1999, in both the new construction and resale sectors.

The first part of this report provides an analysis of the main results of the survey conducted last September and, since this is the second year of CMHC's study, some comparisons with the initial results. The appendixes give the reader an overview of the survey methodology and the definitions used. Finally, the last section of the document presents the detailed results in tabular form.

Around 45,000 households are seriously intending to buy a home

Across greater Montréal, 6.5% of households are *potential* buyers. It should be noted that these buyers are divided into two groups: those who are actively searching for a home (*ready to buy*) and those who are actively planning a home purchase (*looking to buy*).

The overall purchase intentions are down slightly in relation to last year's survey, when 7.2% of households were intending to buy a home.

Among potential buyers, though, 3.7% of households are ready to buy, meaning that the strong intentions are exactly at the same level as last year. We therefore estimate that 45,000 households are planning to buy a home in the Montréal metropolitan area this year. Of course, this figure is not a forecast, since purchase intentions do not necessarily result in transactions. However, since the strong intentions are precisely the same as they were at the time of our survey last year, it can be anticipated that the level of activity recorded in 1999 will be maintained this year.

How do we define someone who intends to purchase[1]?

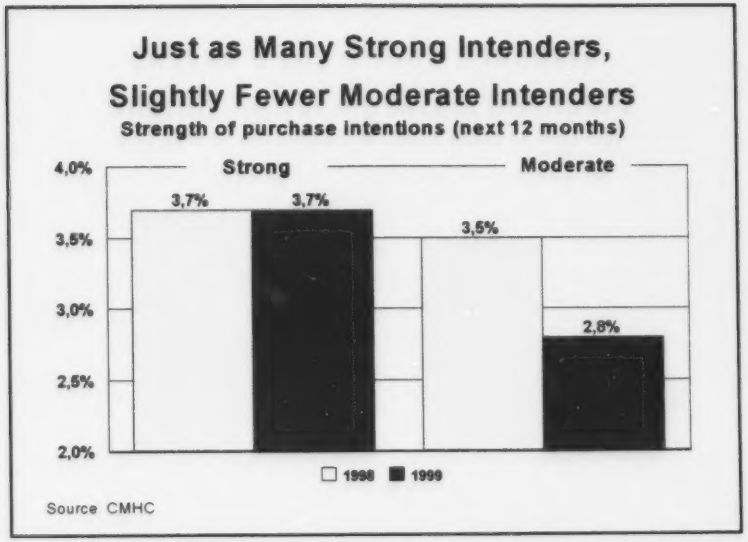
Households who are *ready to buy* **(strong intentions)** are those who:
- stated that there was a high chance that they would buy in the next 6 or 12 months,
- obtained a pre-approved mortgage, and
- have engaged in some form of active search, such as using a Realtor, visiting homes for sale or arranging a pre-approved mortgage.

The term *looking to buy* **(moderate intentions)** designates:
- all households who stated that they intend to buy in the next 6 or 12 months, but did not meet the criteria for those who are *ready to buy*.

The term ***potential** buyers* encompasses both strong and moderate intenders.

[1] How we measure intentions is described in Appendix 2.

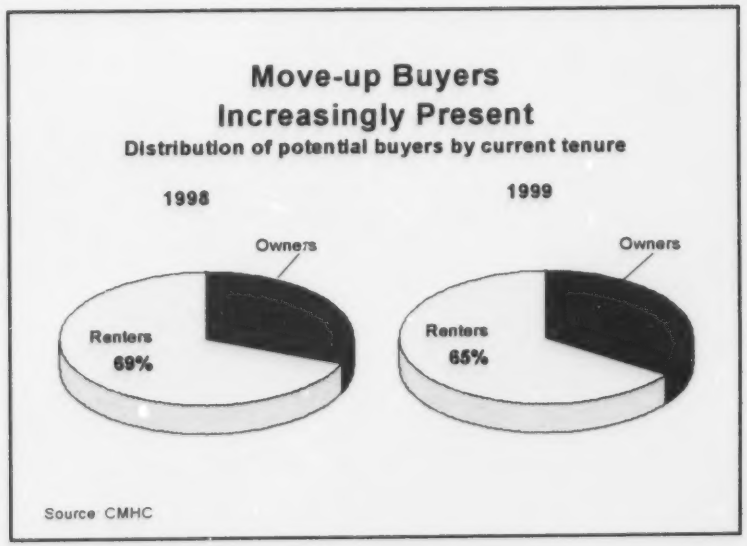
It was observed, as well, that moderate purchase intentions decreased to 2.5% in 1999 from 3.5% in 1998. Moderate intenders are thinking about buying a home, but feel that it is unlikely that this intention will result in the purchase of a property over the next 12 months. Among other things, their purchase horizon may extend further out. The decline in moderate intentions may therefore be the sign of a lower level of activity in the longer term.



More move-up buyers

Move-up buyers account for 35% of potential buyers. This represents an increase over last year, when this proportion attained 31%. This slightly greater presence of move-up buyers, who generally have a higher income, will have an impact on the type of product sought. In particular, this should favour detached homes, on the one hand, and units priced at $150,000 or over, on the other.

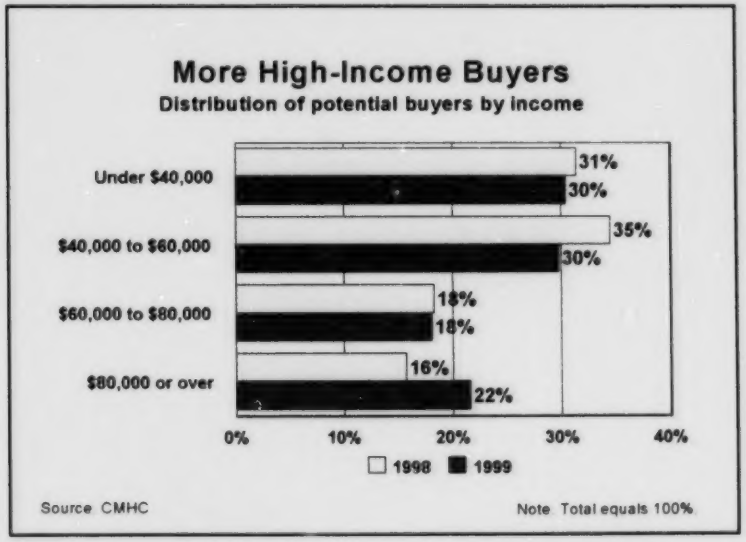
However, first-time buyers will again dominate the market this year. The purchase intentions effectively show that two out of three potential buyers are currently renters. This means that the first-time buyer pool in the Montréal metropolitan area is far from being drained, even if the last few years have enabled these buyers to catch up to a certain extent.



Better-off buyers

Future buyers with a household income above $80,000 are more numerous this year. Just over one out of five buyers is in this income range. By comparison, this proportion was 16% last year.

Still, most households (60%) who could buy a home currently earn under $60,000 per year. More specifically, half of them earn less than $40,000. Housing affordability will therefore remain a determining factor for a majority of potential buyers.

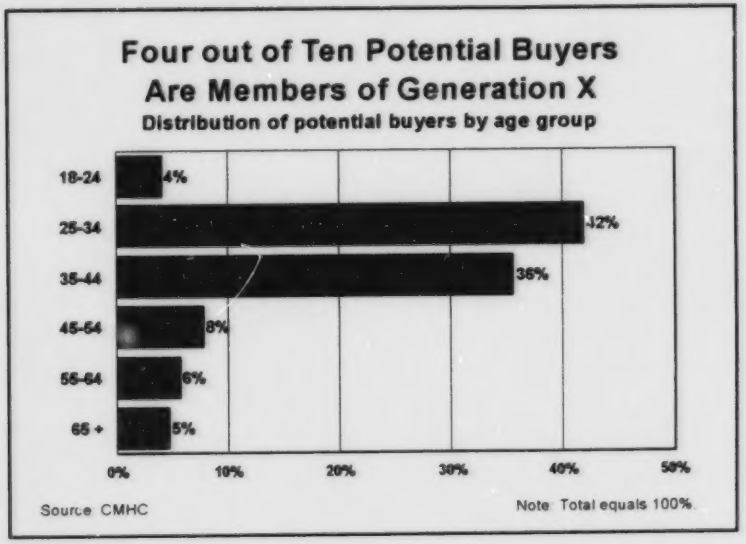


Four our of ten potential buyers are members of Generation X

It is interesting to note that the significance of Generation Xers among the purchase intentions is now getting close to that of the baby boomers. Members of Generation X, designated here as those aged from 25 to 34 years, represent 42% of potential buyers this year.

Naturally, given their large numbers, baby boomers will continue to account for the largest group of potential buyers. There is a marked difference, though, in the purchase intentions of the younger baby boomers (35 to 44 years) and the older ones (45 to 54 years), with the former group clearly more likely to deal on the residential real estate market.

And, what about older persons (65 years or more)? They make up only 5% of potential buyers. This may be due to the fact that many households in this age group rather turn to the rental segment when they want to move.

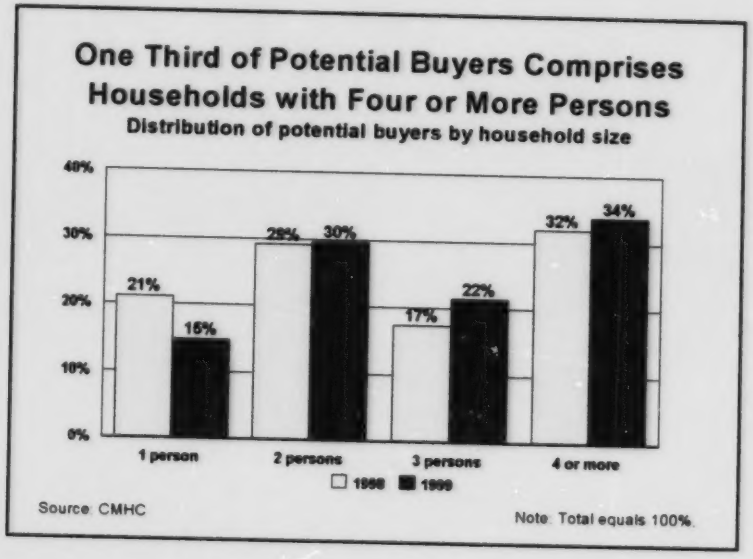


Households with four or more persons make up one third of potential buyers

Large households are the most likely to buy a home. In fact, one out of three households, among potential buyers, is composed of four or more persons. This makes for a small increase over last year. There is also a greater proportion of buyers among households with three persons. Increased activity on the part of larger households will favour single-detached homes.

On the other hand, there should be fewer single persons dealing on the housing market. They represent only 15% of potential buyers, compared to 21% last year.

In sum, households with children will be the ones who will dominate the market. Just over half of respondents have children who have not yet reached their majority.

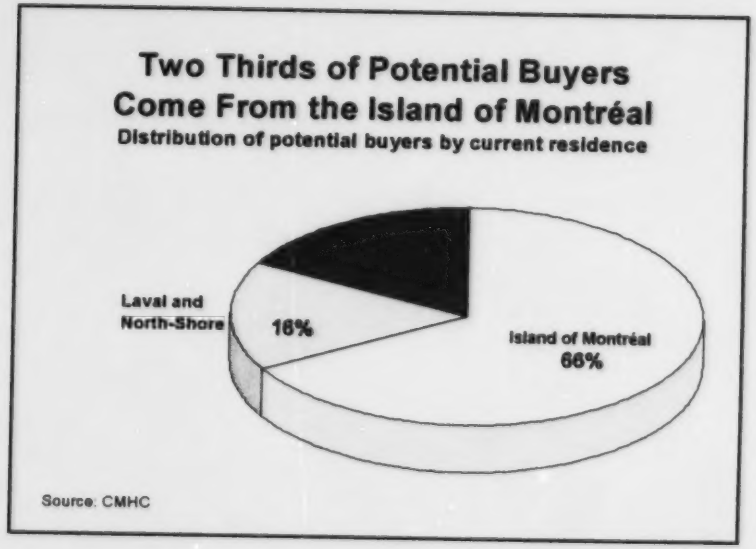


Demand will mainly come from Island of Montréal residents

The vast majority of potential buyers are located on the territory of the MUC. Two out of three such buyers currently live[2] on the Island of Montréal (compared to 57% last year).

In contrast, only one out of six potential buyers comes from the South-Shore and the same holds true for the Laval and North-Shore sector.

It should be recalled that most renters, therefore most first-time buyers, are located on the Island of Montréal, where close to 80% of the rental housing stock is concentrated. Another interesting fact is that at least 20% of households on the Island who intend to buy a home are planning to move to the suburbs.

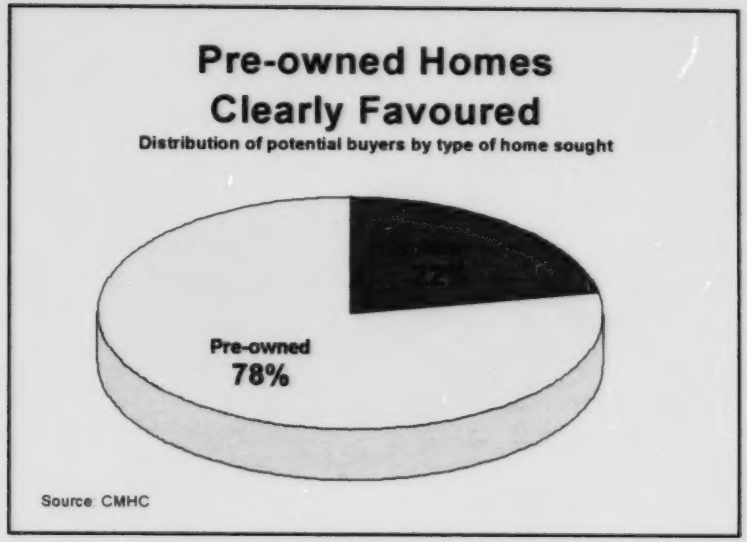


[2] As the survey is conducted on the territory of the Montréal metropolitan area, it cannot take into account the intentions of potential buyers from other areas.

Potential buyers first look at pre-owned homes

Even if the bargains are increasingly scarce on the resale market in Montréal, nearly four out of five potential buyers first consider the purchase of an existing home. Only 22% of these buyers consider purchasing a new home from the outset. The tightening of the resale market and the new rise in prices has therefore not undermined the confidence of consumers that they will find a pre-owned home that suits them, at a reasonable price.

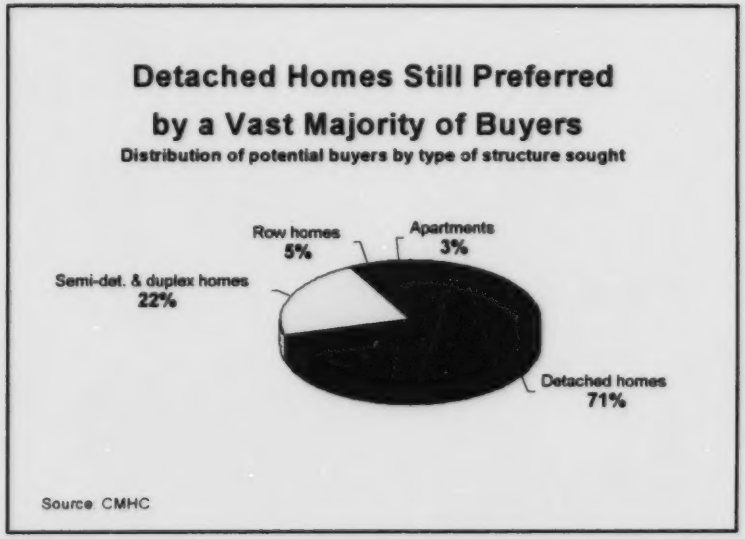
As mentioned earlier, first-time buyers dominate among the purchase intentions, and this will be observable in both the new and existing home segments. However, first-time buyers will be more active on the resale market, while the presence of second-time buyers will be more apparent on the new home market. In fact, a greater presence of second-time buyers in this market segment has been noted for two years already, as evidenced by the rising absorption of new homes priced at $150,000 or over. In 1997, one out of five new homes sold was in the price range. This proportion has now attained one out of three in 1999.



Detached homes are still favoured among buyers

As suspected, detached homes are the first choice of most buyers. In fact, seven out of ten potential buyers privilege the purchase of a detached home. This corresponds to what has been observed on the resale market throughout the 1990s. In the new home segment, detached homes accounted for 60% of units intended for homeowners last year. If household intentions materialize in this manner, this proportion could go up slightly this year. For potential buyers who are aiming for the suburbs, more than eight out of ten are thinking of buying a detached home.

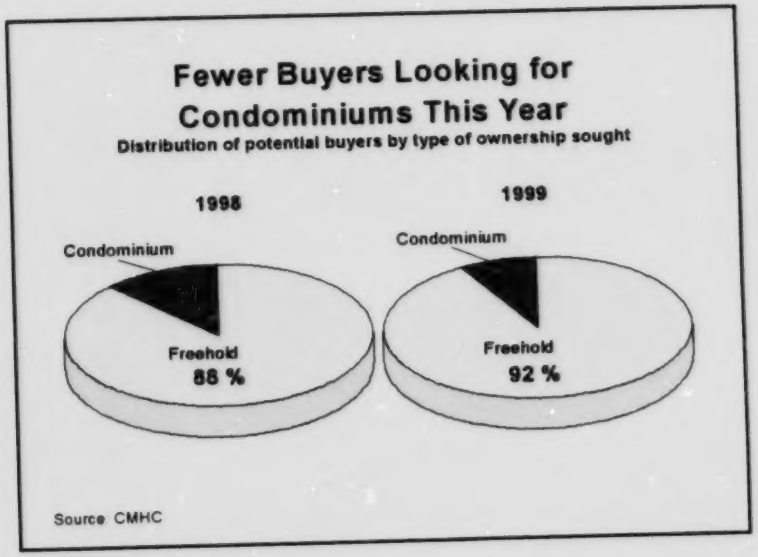
Among the other types of structures, the most popular are respectively semi-detached and duplex homes, row homes and apartments. It should be noted that the results of our survey corroborate the idea that first-time buyers are more likely to buy a semi-detached or row home.



Condominiums could be slightly less popular this year

According to our survey, in comparison with last year, a smaller proportion of buyers are looking for a condominium. Yet, this type of ownership has posted notable renewed popularity for the last three years or so. Our survey revealed that just 10% of potential buyers are seeking a condominium.

Considering the share of condominiums among housing starts and resale market transactions, the actual data suggests that this formula is in fact somewhat more popular. It may be that this value is underestimated by our survey[3] or by the respondents themselves. This last explanation appears plausible to the extent that, in reality, some buyers whose first choice was to buy a home under freehold tenure end up purchasing a condominium instead.



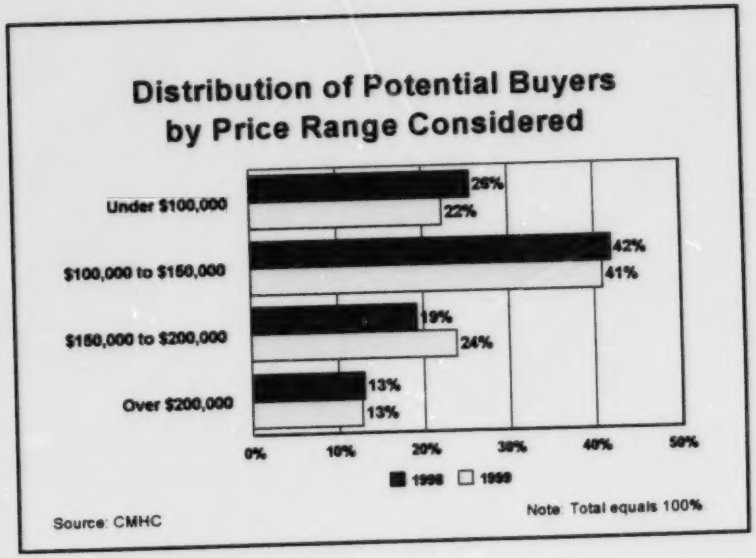
[3] If such is the case, the bias of the survey is the same from one year to the next, thereby still allowing for a comparison of the results for the two years.

Slightly more expensive homes are being sought

The greater presence of second-time buyers will also be felt in terms of the prices of the homes sought. As a result, upper-range homes ($150,000 or over) will be slightly more popular this year (37% of potential buyers) than last year (32%). More specifically, this increase will occur in the segment of homes priced from $150,000 to $200,000 (24% compared to 19% last year), while the level of activity will remain stable for homes selling for $200,000 or over.

Conversely, fewer buyers are looking to buy a lower-range home. Homes priced at under $100,000 will consequently account for a smaller share of residential activity.

As well, the level of activity should hold up for mid-range homes (between $100,000 and $150,000).

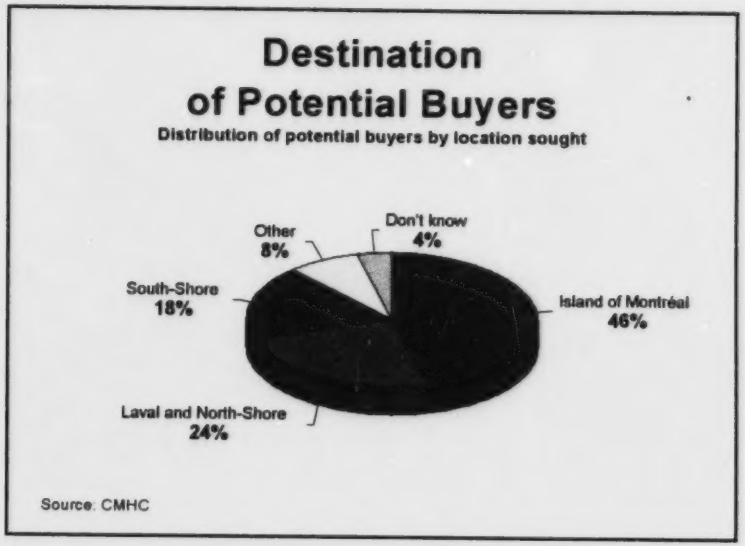


It is still interesting to note that, in spite of everything, our survey shows that over half of buyers are planning to pay less than $125,000 for their new home. It should be recalled that home prices are relatively affordable in the Montréal metropolitan area, in comparison with the other large centres in Canada[4]. Halifax is the only other centre where most buyers are expecting to pay under $125,000 on purchasing their home.

[4] Halifax, Toronto, Calgary, Edmonton and Vancouver are the other centres surveyed.

The market will be active on the Island of Montréal

The Island of Montréal is the most popular destination among potential buyers. It is the first choice of 46% of buyers, pointing to a most dynamic housing market on the territory of the MUC over the coming year. However, it can be seen that, in general, the ratio is rather one out of three transactions that involves the Island of Montréal. In other words, some households will effectively opt for the suburbs, probably because of the greater housing affordability there. It would then seem that the suburbs are becoming an alternative for some purchasers, particularly first-time buyers. Given the current residence of potential buyers (see page 13), the suburbs will necessarily continue to attract people from the Island. It should be recalled, though, that urban sprawl has been slowing down in the Montréal metropolitan area since the early 1990s, meaning that the suburbs are attracting fewer and fewer households from the Island of Montréal.



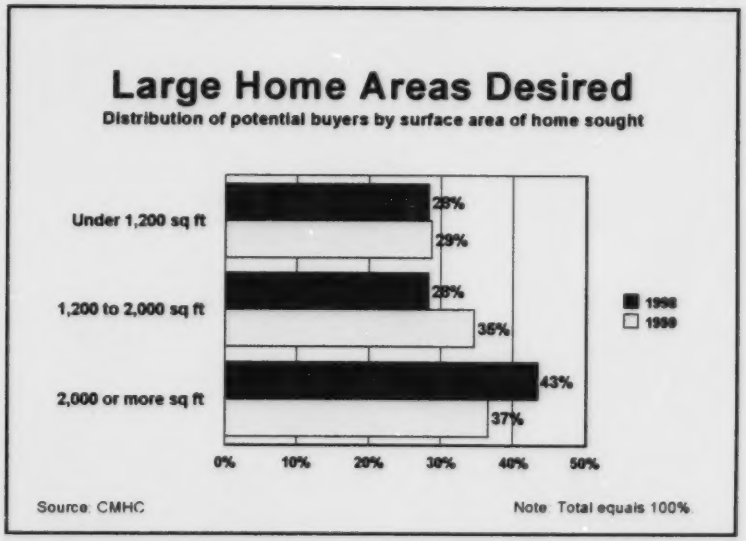
In the suburbs, activity will be more intense to the north (one out of four buyers) than on the South-Shore (one out of five buyers). The Laval and North-Shore sector will continue to be a destination of choice especially for first-time buyers. It is a known fact that the homes are generally more affordable there than on the Island of Montréal and, to a lesser degree, than on the South-Shore. As in the past, this sector will be mainly active in the new construction segment.

Finally, it is interesting to note that nearly 10% of potential buyers are thinking of moving out of the metropolitan area. This proportion is far from negligible. While our survey is not designed to identify their exact destinations, it is a good bet that the popularity of resort areas is growing.

Large homes will be popular . . . but less so than last year

Some 37% of potential buyers are seeking a home that is larger than 2,000 square feet. Large homes are therefore popular, particularly those that are over 3,500 square feet. If this proportion is compared to the level recorded last year, however, it can be seen that large homes will be less in demand this year. Instead, average-size dwellings (between 1,200 and 2,000 square feet) will be posting gains (35% of buyers compared to 28% last year). The demand for smaller units (under 1,200 square feet) should be maintained.

Another interesting fact: households with an income above $80,000 per year are not more likely to opt for a large home (over 2,000 square feet) than middle-class households (between $40,000 and $80,000 per year). It appears that they would rather choose a better location or a more luxurious home. It seems clear that the size of the home is primarily related to the size of the household.



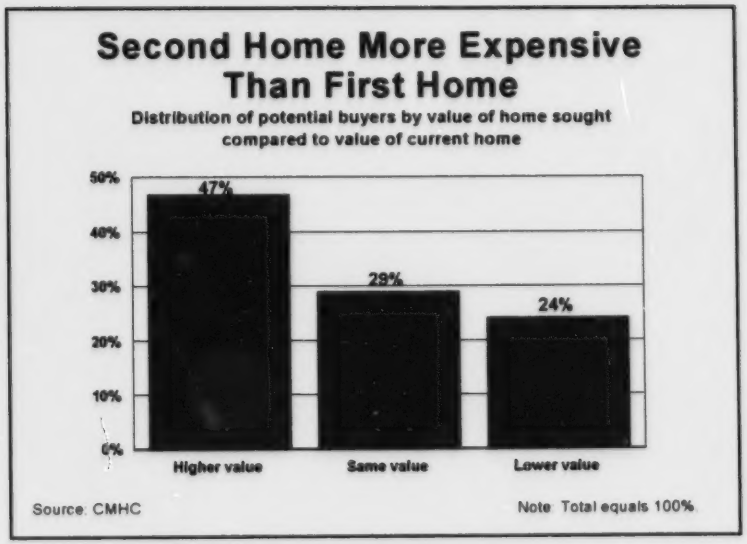
Half of buyers seek more expensive properties

Our survey also identifies the behaviour of second-time buyers on the market. Nearly one out of two potential buyers who already owns a home is seeking a property that is more expensive than the current one.

Conversely, almost one out of four buyers plans to turn to a more affordable home. The others are obviously anticipating to buy a property with a similar value.

Of course, the feverish activity on the resale market will help second-time buyers, by enabling them to sell their current home at a suitable price and within a reasonable time frame.

In comparison with the other large centres in Canada, Montréal has a smaller share of homeowners seeking a more expensive property (47%). In the other centres, this proportion is often closer to 60%.



Before purchasing, potential buyers consult housing publications

In three out of four cases, potential buyers had taken one or more steps in view of buying a home. The principal step obviously consists in visiting homes for sale, an activity that had been performed by half of respondents.

It is also interesting to note that 43% of respondents had consulted publications about the housing market. Potential buyers therefore take the time to find out about the market before purchasing. Real estate agents are also a significant resource, as 39% of buyers had used the services of a Realtor.

As well, more than one out of four buyers had already contacted a financial institution in view of obtaining a mortgage, and some had even already obtained a pre-approved mortgage.

Finally, only 15% of respondents had contacted a builder or developer in order to get some information about buying a new home.

Pre-Purchase Activities

Activities	n	%
Visited homes for sale	97	50%
Consulted housing market publications	84	43%
Spoke to a Realtor about buying a home	77	39%
Did none of these activities	49	25%
Spoke to a financial institution about a mortgage	37	19%
Contacted a builder or developer	29	15%
Put home up for sale	16	8%
Obtained a pre-approved mortgage	15	8%

Note: Total is greater than 100%, as multiple answers were accepted.

Economic or financial reasons account for a decision not to buy

Some respondents had planned to buy a home and finally decided not to purchase now. In 50% of the cases, economic or financial reasons accounted for their decision. The main reasons cited were changes in the financial situation (37% of respondents) or in the employment situation (8% respondents).

Main Reasons Accounting for a Decision Not to Buy

Reasons	n	%
Economic or financial		**49%**
Change in financial situation	95	37%
Change in employment situation	21	8%
Down payment too high	6	2%
Insufficient means or other unspecified financial reasons	4	1%
Interest rates	3	1%
Housing market		**14%**
Home prices too expensive	23	9%
Cannot find the right home	9	3%
Cannot sell current home	5	2%
Personal		**8%**
Not ready or not the right time	13	5%
In school or children in school	4	1%
Age: too old or too young	3	1%
Other		**15%**
Other	29	11%
Satisfied with current home	10	4%

Note: Total equals 100%.

Among the other economic or financial reasons, it is interesting to note that only 2% of respondents delayed their decision to buy because they considered the down payment too high. Even more remarkable: a mere 1% of respondents gave up the idea of buying a home for now on account of overly high interest rates. Current interest rates remain low in comparison with the historical levels. Our survey shows that the small interest rate hikes recorded in 1999 were not likely to discourage buyers for the moment.

Other respondents identified a number of factors related to the housing market that deterred them from buying. In this regard, overly high home prices were cited by 9% of respondents. Just 3% abandoned the idea of buying, claiming that they could not find the right home. Another 2% reported that they were unable to sell their current home.

It would therefore seem, considering the low values obtained for the last two factors, that the greater Montréal area housing market is sufficiently dynamic at this time for both buyers and sellers to find it worth their while.

The housing market performance is the main factor likely to delay a purchase

For those who intend to buy, it is rather the performance of the real estate market that would be likely to delay their home purchase. In particular, 22% of respondents raised the concern of not being able to find the right home. Another 15% feared that they would not be able to sell their current home or that they would not get a sufficiently high price.

Of course, the economic or financial factors are once again very significant, as 28% of respondents stated that they would likely delay their purchase in the event of a change in their financial or employment situation.

It should also be noted that none of the respondents mentioned interest rates as a factor that could impede their potential home purchase. It must then be concluded that, in the current context of economic growth and low interest rates, employment factors have priority over interest rate fluctuations in a home purchase decision.

Circumstances Likely to Delay a Home Purchase

Reasons	n	%
Housing market		**43%**
Cannot find the right home	18	22%
Cannot sell current home or price too low	9	15%
Home prices too expensive	5	6%
Economic		**28%**
Change in financial situation	12	14%
Change in employment situation	11	14%
Other		**22%**
Other	12	15%
Nothing could delay purchase	6	7%

Note: Total equals 100%.

Conclusion

Despite the decline in the overall purchase intentions, we anticipate the same level of activity this year as in 1999 on the greater Montréal area housing market. This means that around 45,000 households are seriously intending to buy a home over the next few months.

There will be slightly more move-up buyers this year than last year. This will bring about a larger number of potential buyers with higher incomes. As a result, the greater presence of second-time buyers will, in particular, favour the sale of homes priced from $150,000 to $200,000.

In terms of residential products, the vast majority of consumers first seek a pre-owned home. Second- and third-time buyers, however, are slightly more inclined to buy a new home than first-time buyers.

Single-detached homes will continue to be favoured by most buyers. As for condominiums, which posted an excellent performance last year, this product could be somewhat less popular this year.

Finally, potential buyer intentions show that the Island of Montréal promises to be as active a market as it has been in recent years.

APPENDIX 1

About the Research, the Questionnaire and Future Surveys

Overview of the research

Between September 1 and September 18, 1999, Canada Mortgage and Housing Corporation interviewed 3,004 residents in the Montréal Census Metropolitan Area. This survey was replicated in five other cities (Vancouver, Toronto, Calgary, Edmonton and Halifax) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and, as applicable, the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect a decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The ***Consumer Intentions to Buy or Renovate a Home*** is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of Canadian households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

APPENDIX 2

Definition of "Intentions"

"Ready to Buy" and "Looking to Buy"
"Ready to Renovate", "Thinking About Renovation" and "Possible Renovator"

Overview

Basic to this research is the concept of someone who intends to purchase or renovate a home. A similar idea has been used in economic forecasting research since the 1950s when large organizations such as the Conference Board of Canada and the University of Michigan began to measure consumer confidence.

The *Consumer Intentions to Buy or Renovate a Home: A look at tomorrow's customers . . . today* is directly related to these general consumer confidence studies. The questionnaire allows us to evaluate how likely it is that the respondent's household will purchase or renovate in the next six or twelve months. Respondents also answer questions about various home search activities (using a Realtor, visiting homes, obtaining a pre-approved mortgage). From these answers, we build a profile of a "strong intender" (ready to buy) and a "moderate intender" (looking to buy).

Definition of home purchase intentions

Strong intender (ready to buy)

If a respondent answers as follows he or she is classed as a "strong intender" or a consumer who is *ready to buy.*

- Response of yes to thinking about buying a home
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 12 months?" or
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 6 months?" or response of "50/50" for 6 months, pre-approved mortgage and one search activity (Realtor, reading housing publications, visiting homes) or
- Response of "50/50" for 12 months and more than three search activities.

Moderate intender (looking to buy)

Respondents who stated that they were thinking of buying (response of YES), but did not fit the categories for a strong intender. We defined these intenders as a residual.

Non-intender (not looking/interested in another home)

Respondents who have no intentions to purchase in the next year.

Data Report

Statistical Reliability of the Data

This survey was conducted by telephone with approximately 3,000 randomly selected individuals in each centre.

- The large sample comprising 3,000 respondents provides a theoretical error rate of +/- 1.8%, 19 times out of 20. A sample of this size is required in order to identify sufficiently large numbers of home buying and renovation "intenders". If the sample were smaller, it would not be possible to provide such an extensive profile according to characteristics such as income, family, age or preference for new, existing, by price, size, etc.

- Despite the large sample, caution should be used in interpreting the results of the numerous subsets and cross-tabulations. Cells based on less than 50 respondents should be viewed as indicative rather than conclusive. This is especially true of cells based on less than 25 respondents.

- Some columns and rows will not add up to 100% because of the rounding off, weighting and, in some cases, subsetting.

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Home purchase intentions

	n	%
Strong (Ready to Buy)	111	3.7%
Moderate (Looking to Buy)	84	2.8%
Not intending to buy	2814	93.5%
Total	3009	100.0%

[BASE=All respondents] [Data are weighted]

Home Purchase Intender Profile: Residence

Area of residence in Montreal	n	%
Island of Montréal	123	63.1%
North Shore/ Laval	30	15.3%
South Shore	32	16.6%
Other	3	1.6%
Refused	7	3.5%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	n	%
18 - 34	88	45.2%
35 - 54	83	42.5%
55 +	20	10.0%
Refused	4	2.3%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	N	Mean age	Median age
	191	38	35

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Gender

	n	%
Male	92	47.0%
Female	103	53.0%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Own or rent current home

	n	%
Own	68	34.9%
Rent	127	65.1%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Household composition

Household size [# persons]	n	%
1	29	14.8%
2	58	29.5%
3	42	21.7%
4 or more	66	33.6%
DK/NR	1	.4%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Children under 18 years of age in household

	n	%
No	95	48.4%
Yes	100	51.2%
DK/NR	1	.4%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Total household income

		n	%
	Under $40,000	52	26.8%
	$40,000 -$79,999	82	42.1%
	$80,000 or more	37	18.8%
	DK/NR	24	12.4%
Total		195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Moved place of residence in past 12 months

	n	%
Yes	27	13.9%
No	168	86.1%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Province moved from in past 12 months

	n	%
New Brunswick	1	5.3%
Quebec	23	83.8%
Outside Canada	3	10.9%
Total	27	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Province/City moved from in past 12 months

	n	%
New Brunswick	1	5.3%
Montreal	14	49.9%
Elsewhere in Quebec	9	33.8%
Outside Canada	3	10.9%
Total	27	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Chances of buying home in next 12 months

		n	%
	Low	19	9.9%
	50/50	86	43.9%
	High	87	44.6%
	Don't Know/Refused	3	1.7%
Total		195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Chances of buying home in next 6 months

		n	%
	Low	106	54.2%
	50/50	42	21.7%
	High	41	20.9%
	Don't Know/Refused	6	3.2%
Total		195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Community in which most likely to buy home

	n	%
Island of Montréal	90	46.3%
North Shore/ Laval	46	23.3%
South Shore	36	18.3%
Other	16	8.0%
Don't Know/Refused	8	4.2%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Brand new	39	20.0%
Pre-owned	139	71.0%
Other	2	1.1%
DK/NR	16	7.9%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/Intending to buy

	n	%
Single detached	128	65.3%
Semi-detached/Duplex/ Row/Townhouse	49	24.9%
Apartment	5	2.6%
Other	6	2.9%
DK/NR	8	4.3%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/Intending to buy

	n	%
Freehold	172	88.1%
Condominium	15	7.9%
Other	1	.5%
DK/NR	7	3.5%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of neighbourhood preferred: Home looking for/Intending to buy

	n	%
New subdivn/development	13	6.8%
Established neighbourhood	148	75.8%
Other	6	3.2%
DK/NR	28	14.3%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price range of home looking for/Intending to buy

	n	%
Under $100,000	42	21.5%
$100,000 -$150,000	77	39.5%
$150,000 or more	69	35.4%
DK/NR	7	3.6%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for compared to current home

	n	%
More	30	46.8%
Same	19	29.0%
Less	16	24.2%
Total	64	100.0%

[BASE=All home purchase intenders who currently own homes] [Data are weighted]

Size of home looking for/intending to purchase (sq ft)

	n	%
Under 1,200 sq ft	29	14.8%
1,201 - 2,000 sq ft	35	17.8%
2,000 or more sq ft	37	18.8%
DK/NR	95	48.6%
Total	195	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Pre-purchase and home search activities

	n	%
Contacted builder/developer: new home	29	15.1%
Talked to financial institution: mortgage	37	18.9%
Pre-approved for a mortgage	15	7.9%
Read publications: housing market info	84	43.1%
Talked to realtor: buying a home	77	39.3%
Listed your home for sale	16	8.0%
Visited homes for sale, in last month	97	49.8%
None of these	49	24.8%

[BASE=All home purchase intenders] [Data are weighted]

Note: Multiple responses accepted

Circumstances which would delay purchase

Barriers	n	%
Change in household financial situation	12	14.0%
Change in household job situation	11	13.6%
Poor price for existing home	4	4.3%
Home prices too expensive	5	6.2%
Interest rates	0	.0%
Cannot sell existing home	9	11.0%
No longer need to move	0	.0%
Cannot find the right home	18	21.7%
Kids moved back home	1	1.4%
Renovate existing home	0	.0%
Just bought a home	1	1.2%
Develop health/mobility problems	0	.0%
Death/Death of family member	0	.0%
Refusal of credit/Need more credit	0	.0%
Right location/Area	0	.0%
Nothing	6	7.4%
Other delay factors	12	14.7%
DON'T KNOW/REFUSED	7	8.3%

[BASE=Home purchase intenders (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons for not purchasing

Reasons	n	%
Change in hhold financial situation	95	37.0%
Change in household job situation	21	8.0%
Cannot afford down payment	6	2.5%
Home prices too expensive	23	8.9%
Interest rates	3	1.0%
Cannot sell existing home	5	1.8%
Satisfied with existing home	10	3.9%
Like my neighbourhood	2	.6%
No longer need to move	2	.9%
Cannot find the right home	9	3.4%
Hate moving	0	.0%
Kids moved back/moved away	2	.7%
Just renovated existing home	0	.0%
Just bought a home	33	13.0%
Not ready/Not the right time	13	5.2%
Cannot afford/Financial (unspec)	4	1.5%
Economy (unspecified)	1	.3%
Unsure of final destination	0	.0%
Personal reasons	2	.8%
In school/Children in school	4	1.5%
Pay off existing loans/Mortgage	1	.3%
Market (unspec)	0	.0%
Age: Too old/young/Retiring	3	1.0%
Cannot get mortgage	1	.5%
Location/Close to work	0	.0%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Reasons for not purchasing (Continued...)

Reasons	n	%
Other reasons decided not to buy	29	11.3%
DON'T KNOW/REFUSED	9	3.7%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which might consider buying home

Inducements	n	%
Change in hhold financial situation	623	24.5%
Change in household job situation	160	6.3%
Good price on existing home	24	1.0%
Home prices dropped	35	1.4%
Interest rates	11	.4%
Deterioration of existing home	11	.4%
Develop health/mobility problems	29	1.1%
Found the right home	404	15.9%
Kids moved back/moved away	47	1.8%
Never moving again/Nothing	640	25.1%
Just bought a home	37	1.4%
Loss of present home/Disaster	3	.1%
Increase/decrease in family	42	1.7%
Retirement of self/spouse	14	.6%
Graduate/finish school	8	.3%
Already have a home	6	.2%
Relocating/Moving (unspecified)	25	1.0%
Changes/Deterioration of neighbourhood	4	.2%
Proper timing/Too young/Future purchas	3	.1%
Ability to sell current home	7	.3%
Improvement in economy	0	.0%
Suitable location	18	.7%
Lifestyle change (unspecified)	1	.0%
Win lottery/Other windfall	25	1.0%
Get married	19	.7%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which might consider buying home (Continued...)

Inducements	n	%
Cannot afford/No money/Need money	8	.3%
If downsizing	52	2.0%
Other reconsideration factors	143	5.6%
DON'T KNOW/REFUSED	294	11.6%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Home purchase intentions by Current residence of respondent

			Overall	Area of residence			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Strong (Ready to Buy)	n	111	69	18	18	3
		%	3.7%	4.1%	3.2%	3.9%	2.3%
	Moderate (Looking to Buy)	n	84	54	12	14	0
		%	2.8%	3.2%	2.2%	2.9%	.4%
	Not intending to buy	n	2814	1567	523	444	107
		%	93.5%	92.7%	94.6%	93.2%	97.2%
Total	N		3009	1690	552	476	110
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Total household income

			Overall	Household income		
				Under $40,000	$40,000 -$79,999	$80,000 or more
	Strong (Ready to Buy)	n	111	24	47	26
		%	3.7%	1.9%	5.4%	8.8%
	Moderate (Looking to Buy)	n	84	29	35	11
		%	2.8%	2.3%	4.0%	3.5%
	Not intending to buy	n	2814	1213	793	259
		%	93.5%	95.9%	90.6%	87.6%
Total	N		3009	1265	875	296
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Strong (Ready to Buy)	n	111	38	73
		%	3.7%	2.6%	4.7%
	Moderate (Looking to Buy)	n	84	30	54
		%	2.8%	2.1%	3.5%
	Not intending to buy	n	2814	1398	1416
		%	93.5%	95.3%	91.8%
Total	N		3009	1466	1543
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Buy)	n	111	16	33	28	33	55	56
		%	3.7%	2.0%	3.6%	5.2%	4.7%	2.7%	5.7%
	Moderate (Looking to Buy)	n	84	13	24	14	32	40	44
		%	2.8%	1.6%	2.7%	2.6%	4.6%	2.0%	4.5%
	Not intending to buy	n	2814	790	859	496	642	1906	881
		%	93.5%	96.5%	93.7%	92.1%	90.7%	95.3%	89.8%
Total	N		3009	819	917	538	708	2000	981
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Respondent age

			Overall	Age group		
				18 - 34	35 - 54	55 +
	Strong (Ready to Buy)	n	111	49	51	10
		%	3.7%	6.8%	4.0%	1.1%
	Moderate (Looking to Buy)	n	84	40	32	9
		%	2.8%	5.6%	2.5%	1.0%
	Not intending to buy	n	2814	622	1195	907
		%	93.5%	87.6%	93.5%	97.9%
Total	N		3009	710	1278	926
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Strong (Ready to Buy)	n	111	24	77	1
		%	56.7%	61.2%	55.8%	37.8%
	Moderate (Looking to Buy)	n	84	15	61	1
		%	43.3%	38.8%	44.2%	62.2%
Total	N		195	39	139	2
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Structure)

			Overall	Structure			
				Single detached	Semi-detached/Duplex/ Row/Townhouse	Apartment	Other
	Strong (Ready to Buy)	n	111	77	23	2	4
		%	56.7%	60.3%	47.7%	33.3%	70.3%
	Moderate (Looking to Buy)	n	84	51	25	3	2
		%	43.3%	39.7%	52.3%	66.7%	29.7%
Total	N		195	128	49	5	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Strong (Ready to Buy)	n	111	101	7	1
		%	56.7%	58.4%	46.2%	100.0%
	Moderate (Looking to Buy)	n	84	72	8	0
		%	43.3%	41.6%	53.8%	.0%
Total	N		195	172	15	1
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Price of house looking for

			Overall	Price of home		
				Under $100,000	$100,000 -$150,000	$150,000 or more
	Strong (Ready to Buy)	n	111	27	41	40
		%	56.7%	63.8%	52.6%	57.4%
	Moderate (Looking to Buy)	n	84	15	37	30
		%	43.3%	36.2%	47.4%	42.6%
Total	N		195	42	77	69
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)		
				Under 1,200 sq ft	1,201 - 2,000 sq ft	2,000 or more sq ft
	Strong (Ready to Buy)	n	111	14	27	26
		%	56.7%	50.2%	78.0%	70.3%
	Moderate (Looking to Buy)	n	84	14	8	11
		%	43.3%	49.8%	22.0%	29.7%
Total	N		195	29	35	37
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Community in which most likely to buy house

			Overall	Community			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Strong (Ready to Buy)	n	111	54	25	18	7
		%	56.7%	60.3%	54.4%	51.7%	42.2%
	Moderate (Looking to Buy)	n	84	36	21	17	9
		%	43.3%	39.7%	45.6%	48.3%	57.8%
Total	N		195	90	46	36	16
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred		
				New sudivn/developement	Established neighbourhood	Other
	Strong (Ready to Buy)	n	111	6	85	4
		%	56.7%	47.6%	57.5%	62.2%
	Moderate (Looking to Buy)	n	84	7	63	2
		%	43.3%	52.4%	42.5%	37.8%
Total	N		195	13	148	6
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Price of house looking for

			Overall	Price of home		
				Under $100,000	$100,000 -$150,000	$150,000 or more
	Brand new	n	39	11	16	12
		%	21.8%	29.3%	22.4%	18.2%
	Pre-owned	n	139	26	56	52
		%	77.1%	70.7%	75.8%	80.6%
	Other	n	2	0	1	1
		%	1.1%	.0%	1.7%	1.2%
Total	N		180	37	73	65
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)		
				Under 1,200 sq ft	1,201 - 2,000 sq ft	2,000 or more sq ft
	Brand new	n	39	7	10	9
		%	21.8%	25.9%	32.3%	25.7%
	Pre-owned	n	139	21	21	25
		%	77.1%	74.1%	67.7%	72.1%
	Other	n	2	0	0	1
		%	1.1%	.0%	.0%	2.2%
Total	N		180	29	31	35
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Community in which most likely to buy house

			Overall	Community			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Brand new	n	39	16	11	7	4
		%	21.8%	18.7%	26.2%	19.9%	31.7%
	Pre-owned	n	139	67	31	27	9
		%	77.1%	79.8%	72.0%	80.1%	68.3%
	Other	n	2	1	1	0	0
		%	1.1%	1.5%	1.8%	.0%	.0%
Total	N		180	84	43	33	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred		
				New subdivn/development	Established neighbourhood	Other
	Brand new	n	39	9	18	0
		%	21.8%	70.6%	12.7%	.0%
	Pre-owned	n	139	2	120	6
		%	77.1%	19.1%	86.8%	100.0%
	Other	n	2	1	1	0
		%	1.1%	10.3%	.6%	.0%
Total	N		180	12	138	6
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Total household income

			Overall	Household income		
				Under $40,000	$40,000 -$79,999	$80,000 or more
	Brand new	n	39	12	14	7
		%	21.8%	23.7%	18.2%	21.5%
	Pre-owned	n	139	38	60	25
		%	77.1%	76.3%	79.1%	78.5%
	Other	n	2	0	2	0
		%	1.1%	.0%	2.7%	.0%
Total	N		180	50	76	32
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Brand new	n	39	16	24
		%	21.8%	25.0%	20.1%
	Pre-owned	n	139	46	93
		%	77.1%	73.8%	78.8%
	Other	n	2	1	1
		%	1.1%	1.3%	1.1%
Total	N		180	62	118
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Brand new	n	39	7	12	3	17	20	20
		%	21.8%	25.1%	22.5%	7.7%	29.1%	22.3%	21.5%
	Pre-owned	n	139	19	41	36	42	67	71
		%	77.1%	74.9%	75.2%	92.3%	69.6%	76.3%	77.7%
	Other	n	2	0	1	0	1	1	1
		%	1.1%	.0%	2.4%	.0%	1.3%	1.5%	.9%
Total	N		180	26	54	39	60	88	91
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (New or existing) by Respondent age

			Overall	Age group		
				18 - 34	35 - 54	55 +
	Brand new	n	39	16	18	5
		%	21.8%	20.1%	23.0%	27.0%
	Pre-owned	n	139	61	61	14
		%	77.1%	78.9%	77.0%	73.0%
	Other	n	2	1	0	0
		%	1.1%	1.0%	.0%	.0%
Total	N		180	77	80	20
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Structure) by Price of house looking for

			Overall	Price of home		
				Under $100,000	$100,000 -$150,000	$150,000 or more
	Single detached	n	128	32	56	36
		%	68.3%	78.8%	74.3%	54.4%
	Semi-detached/Duplex/ Row/Townhouse	n	49	8	17	24
		%	26.0%	18.9%	22.9%	35.9%
	Apartment	n	5	1	1	3
		%	2.8%	2.3%	1.1%	5.2%
	Other	n	6	0	1	3
		%	3.0%	.0%	1.7%	4.5%
Total	N		187	41	75	66
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Structure) by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)		
				Under 1,200 sq ft	1,201 - 2,000 sq ft	2,000 or more sq ft
	Single detached	n	128	19	21	29
		%	68.3%	66.2%	60.1%	80.7%
	Semi-detached/Duplex/ Row/Townhouse	n	49	8	10	6
		%	26.0%	26.6%	30.0%	15.5%
	Apartment	n	5	1	2	0
		%	2.8%	2.8%	6.3%	.0%
	Other	n	6	1	1	1
		%	3.0%	4.4%	3.7%	3.9%
Total	N		187	29	35	36
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Structure) by Community in which most likely to buy house

			Overall	Community			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Single detached	n	128	42	39	25	16
		%	68.3%	48.4%	88.2%	74.3%	100.0%
	Semi-detached/Duplex/ Row/Townhouse	n	49	39	4	5	0
		%	26.0%	45.1%	9.0%	14.0%	.0%
	Apartment	n	5	3	0	2	0
		%	2.8%	3.4%	.0%	6.6%	.0%
	Other	n	6	3	1	2	0
		%	3.0%	3.1%	2.9%	5.0%	.0%
Total	N		187	87	44	33	16
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weightsd]

Type of home looking for (Structure) by Type of neighbourhood preferred

		Overall	Type of neighbourhood preferred		
			New subdivn/development	Established neighbourhood	Other
Single detached	n	128	11	92	5
	%	68.3%	84.0%	65.1%	79.5%
Semi-detached/Duplex/ Row/Townhouse	n	49	2	42	0
	%	26.0%	16.0%	29.7%	.0%
Apartment	n	5	0	4	0
	%	2.8%	.0%	3.0%	.0%
Other	n	6	0	3	1
	%	3.0%	.0%	2.2%	20.5%
Total N		187	13	142	6
	%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Structure) by Total household income

			Overall	Household income		
				Under $40,000	$40,000 -$79,999	$80,000 or more
	Single detached	n	128	36	52	26
		%	68.3%	71.1%	67.3%	71.8%
	Semi-detached/Duplex/ Row/Townhouse	n	49	12	26	4
		%	26.0%	24.0%	32.7%	11.0%
	Apartment	n	5	1	0	4
		%	2.8%	1.6%	.0%	10.0%
	Other	n	6	2	0	3
		%	3.0%	3.3%	.0%	7.2%
Total	N		187	51	78	36
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Structure) by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Single detached	n	128	55	73
		%	68.3%	81.7%	60.7%
	Semi-detached/Duplex/ Row/Townhouse	n	49	11	38
		%	26.0%	15.9%	31.6%
	Apartment	n	5	2	4
		%	2.8%	2.4%	3.0%
	Other	n	6	0	6
		%	3.0%	.0%	4.7%
Total	N		187	67	120
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Structure) by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Single detached	n	128	16	34	31	46	55	72
		%	68.3%	55.8%	61.0%	74.0%	76.5%	60.6%	75.2%
	Semi-detached/Duplex/ Row/Townhouse	n	49	11	14	9	14	25	24
		%	26.0%	38.4%	26.2%	21.1%	23.5%	27.4%	24.8%
	Apartment	n	5	0	3	2	0	5	0
		%	2.8%	.0%	5.6%	5.0%	.0%	5.7%	.0%
	Other	n	6	2	4	0	0	6	0
		%	3.0%	5.8%	7.1%	.0%	.0%	6.2%	.0%
Total	N		187	29	55	41	61	90	96
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Structure) by Respondent age

			Overall	Age group		
				18 - 34	35 - 54	55 +
	Single detached	n	128	59	55	10
		%	68.3%	73.5%	67.0%	50.9%
	Semi-detached/Duplex/ Row/Townhouse	n	49	16	23	9
		%	26.0%	19.8%	27.4%	45.0%
	Apartment	n	5	2	2	1
		%	2.8%	2.9%	2.5%	4.2%
	Other	n	6	3	3	0
		%	3.0%	3.8%	3.1%	.0%
Total	N		187	81	82	20
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Price of house looking for

			Overall	Price of home		
				Under $100,000	$100,000 -$150,000	$150,000 or more
	Freehold	n	172	39	68	58
		%	91.3%	94.0%	91.7%	88.3%
	Condominium	n	15	2	6	8
		%	8.2%	3.8%	8.3%	11.7%
	Other	n	1	1	0	0
		%	.5%	2.2%	.0%	.0%
Total	N		189	42	74	66
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)		
				Under 1,200 sq ft	1,201 - 2,000 sq ft	2,000 or more sq ft
	Freehold	n	172	25	27	35
		%	91.3%	86.7%	85.3%	100.0%
	Condominium	n	15	4	5	0
		%	8.2%	13.3%	14.7%	.0%
	Other	n	1	0	0	0
		%	.5%	.0%	.0%	.0%
Total	N		189	29	32	35
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Community in which most likely to buy house

			Overall	Community			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Freehold	n	172	73	44	31	16
		%	91.3%	86.7%	97.2%	89.0%	100.0%
	Condominium	n	15	11	1	3	0
		%	8.2%	13.3%	2.8%	8.4%	.0%
	Other	n	1	0	0	1	0
		%	.5%	.0%	.0%	2.6%	.0%
Total	N		189	84	46	35	16
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred		
				New subdivn/development	Established neighbourhood	Other
	Freehold	n	172	12	131	5
		%	91.3%	90.3%	91.9%	79.5%
	Condominium	n	15	1	11	1
		%	8.2%	9.7%	7.5%	20.5%
	Other	n	1	0	1	0
		%	.5%	.0%	.6%	.0%
Total	N		189	13	142	6
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Total household income

			Overall	Household income		
				Under $40,000	$40,000 -$79,999	$80,000 or more
	Freehold	n	172	47	74	28
		%	91.3%	89.9%	96.3%	79.4%
	Condominium	n	15	4	3	7
		%	8.2%	8.4%	3.7%	20.6%
	Other	n	1	1	0	0
		%	.5%	1.7%	.0%	.0%
Total	N		189	52	77	36
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Freehold	n	172	65	107
		%	91.3%	96.6%	88.4%
	Condominium	n	15	2	13
		%	8.2%	3.4%	10.8%
	Other	n	1	0	1
		%	.5%	.0%	.7%
Total	N		189	67	121
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Freehold	n	172	27	46	36	62	79	92
		%	91.3%	94.0%	85.3%	89.6%	96.1%	87.2%	95.2%
	Condominium	n	15	2	8	3	3	12	4
		%	8.2%	6.0%	14.7%	8.2%	3.9%	12.8%	3.9%
	Other	n	1	0	0	1	0	0	1
		%	.5%	.0%	0%	2.2%	.0%	.0%	.9%
Total	N		189	29	54	40	65	91	97
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for (Ownership type) by Respondent age

			Overall	Age group		
				18 - 34	35 - 54	55 +
	Freehold	n	172	81	72	16
		%	91.3%	93.2%	92.4%	83.5%
	Condominium	n	15	5	6	3
		%	8.2%	5.8%	7.6%	16.5%
	Other	n	1	1	0	0
		%	.5%	1.0%	.0%	.0%
Total	N		189	87	77	20
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Price of house looking for

			Overall	Price of home		
				Under $100,000	$100,000 -$150,000	$150,000 or more
	Under 1,200 sq ft	n	29	11	13	4
		%	14.8%	27.2%	16.6%	5.7%
	1,201 - 2,000 sq ft	n	35	5	9	21
		%	17.8%	11.8%	12.1%	29.7%
	2,000 or more sq ft	n	37	4	13	16
		%	18.8%	10.3%	16.9%	22.4%
	DK/NR	n	95	21	42	29
		%	48.6%	50.7%	54.5%	42.2%
Total	N		195	42	77	69
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (New/Pre-owned)

			Overall	Brand new	Pre-owned	Other
	Under 1,200 sq ft	n	29	7	21	0
		%	14.8%	19.1%	15.4%	.0%
	1,201 - 2,000 sq ft	n	35	10	21	0
		%	17.8%	25.1%	14.9%	.0%
	2,000 or more sq ft	n	37	9	25	1
		%	18.8%	22.8%	18.1%	37.8%
	DK/NR	n	95	13	72	1
		%	48.6%	33.0%	51.6%	62.2%
Total	N		195	39	139	2
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Structure)

			Overall	Single detached	Semi-detached/Duplex/ Row/Townhouse	Apartment	Other
	Under 1,200 sq ft	n	29	19	8	1	1
		%	14.8%	14.9%	15.8%	15.7%	22.8%
	1,201 - 2,000 sq ft	n	35	21	10	2	1
		%	17.8%	16.4%	21.5%	42.1%	22.8%
	2,000 or more sq ft	n	37	29	6	0	1
		%	18.8%	22.5%	11.3%	.0%	24.6%
	DK/NR	n	95	59	25	2	2
		%	48.6%	46.1%	51.4%	42.2%	29.7%
Total	N		195	128	49	5	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Ownership)

			Overall	Freehold	Condominium	Other
	Under 1,200 sq ft	n	29	25	4	0
		%	14.8%	14.5%	24.8%	.0%
	1,201 - 2,000 sq ft	n	35	27	5	0
		%	17.8%	15.9%	30.6%	.0%
	2,000 or more sq ft	n	37	35	0	0
		%	18.8%	20.6%	.0%	.0%
	DK/NR	n	95	84	7	1
		%	48.6%	49.0%	44.7%	100.0%
Total	N		195	172	15	1
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Community in which most likely to buy house

			Overall	Community			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Under 1,200 sq ft	n	29	13	7	5	3
		%	14.8%	14.3%	15.2%	14.6%	17.7%
	1,201 - 2,000 sq ft	n	35	22	7	2	4
		%	17.8%	24.4%	15.0%	6.4%	23.0%
	2,000 or more sq ft	n	37	14	5	11	3
		%	18.8%	16.0%	10.3%	31.5%	21.1%
	DK/NR	n	95	41	27	17	6
		%	48.6%	45.4%	59.5%	47.5%	38.2%
Total	N_____		195	90	46	36	16
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of neighbourhood preferred

		Overall	Type of neighbourhood preferred		
			New subdivn/development	Established neighbourhood	Other
Under 1,200 sq ft	n	29	2	18	2
	%	14.8%	14.7%	12.3%	29.9%
1,201 - 2,000 sq ft	n	35	1	26	1
	%	17.8%	7.9%	17.6%	20.5%
2,000 or more sq ft	n	37	1	26	3
	%	18.8%	7.7%	17.5%	49.6%
DK/NR	n	95	9	78	0
	%	48.6%	69.6%	52.6%	.0%
Total N		195	13	148	6
	%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Total household income

		Overall	Household income		
			Under $40,000	$40,000 -$79,999	$80,000 or more
Under 1,200 sq ft	n	29	10	13	4
	%	14.8%	19.9%	16.2%	10.7%
1,201 - 2,000 sq ft	n	35	3	12	14
	%	17.8%	6.3%	14.5%	37.8%
2,000 or more sq ft	n	37	5	19	7
	%	18.8%	10.1%	23.3%	18.5%
DK/NR	n	95	33	38	12
	%	48.6%	63.7%	45.9%	33.1%
Total N		195	52	82	37
	%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under 1,200 sq ft	n	29	9	20
		%	14.8%	12.6%	15.9%
	1,201 - 2,000 sq ft	n	35	16	19
		%	17.8%	22.8%	15.1%
	2,000 or more sq ft	n	37	21	15
		%	18.8%	31.2%	12.2%
	DK/NR	n	95	23	72
		%	48.6%	33.4%	56.8%
Total	N		195	68	127
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under 1,200 sq ft	n	29	8	9	3	8	16	12
		%	14.8%	29.0%	14.9%	8.0%	12.8%	17.3%	12.4%
	1,201 - 2,000 sq ft	n	35	7	14	10	3	21	13
		%	17.8%	24.5%	25.1%	24.1%	4.7%	22.7%	13.3%
	2,000 or more sq ft	n	37	5	12	3	17	20	17
		%	18.8%	15.8%	20.5%	8.0%	25.9%	21.0%	16.9%
	DK/NR	n	95	9	23	25	37	37	57
		%	48.6%	30.7%	39.5%	59.9%	56.6%	39.0%	57.3%
Total	N		195	29	58	42	66	95	100
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Respondent age

			Overall	Age group		
				18 - 34	35 - 54	55 +
	Under 1,200 sq ft	n	29	10	14	4
		%	14.8%	11.8%	17.3%	20.9%
	1,201 - 2,000 sq ft	n	35	11	18	5
		%	17.8%	13.0%	22.3%	24.9%
	2,000 or more sq ft	n	37	11	19	7
		%	18.8%	12.3%	22.6%	36.4%
	DK/NR	n	95	56	31	3
		%	48.6%	63.0%	37.8%	17.8%
Total	N		195	88	83	20
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (New/Pre-owned)

			Overall	Brand new	Pre-owned	Other
	Under $100,000	n	42	11	26	0
		%	21.5%	27.9%	19.1%	.0%
	$100,000 -$150,000	n	77	16	56	1
		%	39.5%	42.0%	40.0%	62.2%
	$150,000 or more	n	69	12	52	1
		%	35.4%	30.1%	37.6%	37.8%
	DK/NR	n	7	0	5	0
		%	3.6%	.0%	3.3%	.0%
Total	N		195	39	139	2
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Structure)

			Overall	Single detached	Semi-detached/Duplex/ Row/Townhouse	Apartment	Other
	Under $100,000	n	42	32	8	1	0
		%	21.5%	25.2%	15.9%	17.8%	.0%
	$100,000 -$150,000	n	77	56	17	1	1
		%	39.5%	43.9%	35.5%	15.7%	22.8%
	$150,000 or more	n	69	36	24	3	3
		%	35.4%	28.0%	48.6%	66.4%	52.5%
	DK/NR	n	7	4	0	0	1
		%	3.6%	2.9%	.0%	.0%	24.6%
Total	N		195	128	49	5	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Ownership)

			Overall	Freehold	Condominium	Other
	Under $100,000	n	42	39	2	1
		%	21.5%	22.9%	10.4%	100.0%
	$100,000 -$150,000	n	77	68	6	0
		%	39.5%	39.2%	39.7%	.0%
	$150,000 or more	n	69	58	8	0
		%	35.4%	33.8%	49.9%	.0%
	DK/NR	n	7	7	0	0
		%	3.6%	4.1%	.0%	.0%
Total	N		195	172	15	1
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)		
				Under 1,200 sq ft	1,201 - 2,000 sq ft	2,000 or more sq ft
	Under $100,000	n	42	11	5	4
		%	21.5%	39.6%	14.2%	11.8%
	$100,000 -$150,000	n	77	13	9	13
		%	39.5%	44.3%	26.7%	35.4%
	$150,000 or more	n	69	4	21	16
		%	35.4%	13.8%	59.1%	42.2%
	DK/NR	n	7	1	0	4
		%	3.6%	2.2%	.0%	10.6%
Total	N		195	29	35	37
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Community in which most likely to buy house

			Overall	Community			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Under $100,000	n	42	16	11	7	6
		%	21.5%	17.7%	24.2%	19.2%	40.2%
	$100,000 -$150,000	n	77	29	27	15	4
		%	39.5%	31.9%	59.8%	41.1%	22.9%
	$150,000 or more	n	69	43	6	13	4
		%	35.4%	47.8%	12.4%	35.5%	26.9%
	DK/NR	n	7	2	2	2	2
		%	3.6%	2.6%	3.6%	4.2%	9.9%
Total	N		195	90	46	36	16
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred		
				New subdivn/development	Established neighbourhood	Other
	Under $100,000	n	42	3	30	2
		%	21.5%	25.1%	20.5%	29.9%
	$100,000 -$150,000	n	77	8	59	1
		%	39.5%	64.1%	40.0%	11.8%
	$150,000 or more	n	69	1	55	2
		%	35.4%	10.8%	37.5%	33.6%
	DK/NR	n	7	0	3	2
		%	3.6%	.0%	2.0%	24.8%
Total	N		195	13	148	6
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Total household income

			Overall	Household income		
				Under $40,000	$40,000 -$79,999	$80,000 or more
	Under $100,000	n	42	20	17	4
		%	21.5%	38.3%	21.0%	10.3%
	$100,000 -$150,000	n	77	25	40	7
		%	39.5%	48.1%	48.3%	19.1%
	$150,000 or more	n	69	5	25	26
		%	35.4%	9.7%	30.0%	70.6%
	DK/NR	n	7	2	1	0
		%	3.6%	4.0%	.8%	.0%
Total	N		195	52	82	37
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under $100,000	n	42	10	32
		%	21.5%	14.1%	25.4%
	$100,000 -$150,000	n	77	26	51
		%	39.5%	37.8%	40.4%
	$150,000 or more	n	69	30	39
		%	35.4%	44.5%	30.6%
	DK/NR	n	7	2	5
		%	3.6%	3.6%	3.6%
Total	N		195	68	127
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under $100,000	n	42	7	14	8	13	21	21
		%	21.5%	24.8%	23.6%	18.1%	20.5%	22.4%	20.8%
	$100,000 -$150,000	n	77	9	19	20	28	32	44
		%	39.5%	32.7%	32.6%	48.4%	42.0%	33.8%	44.4%
	$150,000 or more	n	69	11	24	13	21	38	31
		%	35.4%	37.1%	41.3%	31.5%	32.5%	40.7%	30.8%
	DK/NR	n	7	2	1	1	3	3	4
		%	3.6%	5.3%	2.4%	2.0%	5.0%	3.1%	4.1%
Total	N		195	29	58	42	66	95	100
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Respondent age

			Overall	Age group		
				18 - 34	35 - 54	55 +
	Under $100,000	n	42	26	11	5
		%	21.5%	28.9%	13.5%	26.5%
	$100,000 -$150,000	n	77	34	33	6
		%	39.5%	38.7%	39.6%	28.9%
	$150,000 or more	n	69	25	37	7
		%	35.4%	28.0%	45.0%	36.7%
	DK/NR	n	7	4	2	2
		%	3.6%	4.4%	2.0%	7.9%
Total	N		195	88	83	20
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]